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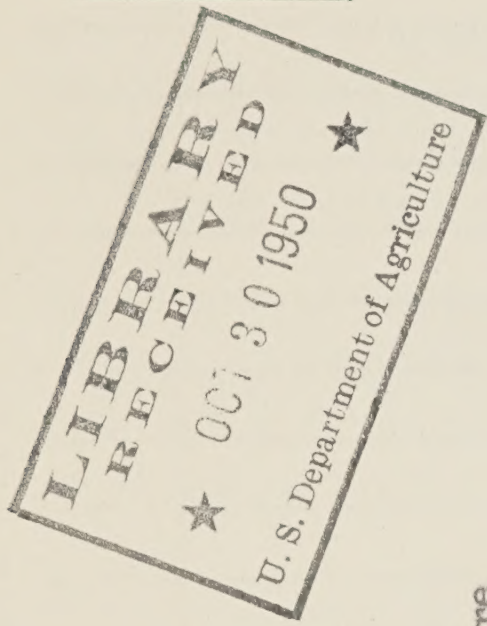
Oct. 1950

**RUSSWARD
Saintpaulia Growers**

629 W. MATTHEWS AVE.

JONESBORO, ARK.

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PRICE LIST

Note About The Fringettes—We didn't dream that we would have such a demand for these plants, and we can't begin to supply it. The plants we are having to send out are small, but we've lucky to have any to send out at all. We have hopes of offering the darker shades again in November, but feel sure we won't have any more of the white or mauve until spring.

N E W ———

REDLAND RUFFLES

You'll have to go far to find a lovelier variety than this one. A Redland sport with the exquisite Ruffles foliage, intense red reverse, sharply pointed. The blooms have the longer bottom petal of the blue Ruffles. Rich burgundy red blossom. Really a beaut \$2.50

RED QUEEN HYBRIDS

These are the result of some crosses made by Ulery. It was from this group that Red King was selected. Many are quite similar to Red King. If you're in the market for a good red, this will certainly fill the bill with a flourish \$2.00

Amethyst—Excellent bloomer. Pale lavender blooms in profusion, dark green tapered foliage \$1.25

Bi-Color—Upper petals deep red violet, lower lavender. Slick foliage \$1.25

Blue Eyed Beauty—Large white blossom with blue marking at center of the blossom. Husky, medium-green foliage. Is remarkable for its vitality and profuse bloom. Three-inch plants \$3.00

Blue Girl—Scalloped, medium green foliage with white marking at the base of the leaf. Rich blue flower \$1.25

Blue Knight—Medium blue flowers of quite large size, big foliage. A fine, showy plant to grow \$1.50

Blue Butterfly—One of the finest of the light blues. Vivid green neat pointed foliage, medium pale blue flower with slender petals. A very delicate-looking plant for it's large size \$1.25

Blue Pet—An awfully sweet little miniature. Girl foliage, round, flat leaves with white spot at base. Dark blue flower \$1.50

Blue Chard—Please Read Before Ordering. We were ready to offer this last month but got cold feet and wrote a letter to Alma Wright, editor of the Violet Magazine first. This IS NOT the celery-looking sister illustrated in Helen Van Pelt Wilson's book. It is the big, flat plant with big medium blue flowers which was illustrated in color in the

A. and P. grocery magazine a little over a year ago. Mrs. Wright said she had never seen nor heard of the celery type. Since we heard from her, however, we did hear about one in Webster Groves, Missouri. The bearer of our information commented, however, that it wasn't any great shakes as a plant. This one we have is not a freak in any sense of the word. On the contrary, it has a long, ovate leaf and intense blue flowers which are a joy to behold. Multiple-crown plants, three-inch ----- \$2.25

Blue Ripple—Large roundish leaves which ripple slightly, medium pale blue flower ----- \$1.50

Blue Warrior (McFarland)—Large ovate leaves, darkish blue flower. Quite popular just now \$2.00

Blush Maid—Exquisite shell pink. Foliage like Pink Beauty, bloom much paler ----- \$1.25

Double Duchess—Double Blue Boy ----- \$1.25

Double Margaret—Double blue blossom also, but wavy rather dentate leaves ----- \$1.50

Double Neptune—This one has opened fully and performed magnificently all through our hot summer. Neptune foliage with red reverse. Largish, double blue flowers ----- \$2.25

Double Orchid—(Regal Wine) Lavender flowers, double, with Blue Boy foliage ----- \$1.50

Gorgeous—Most noted for it's tendency to spoon. Maroon to red-lavender blooms ----- \$2.00

Gorgeous Bi-Color—Two different shades of red, top petals deep burgundy, bottom intense red-violet. Grand heavy foliage ----- \$2.00

Hardee Blue—Many people have asked for this variety. It's an "old" variety which is enjoying a second look by violet buyers. Extremely large foliage and flowers. Medium blue ----- \$1.75

Ison—Same applies to this plant as to Hardee Blue. This variety has been around for quite awhile. Remarkable for the intense flower color—bright blue. Deep green foliage tends to cup upward ----- \$1.75

Kewensis—I notice others are listing this by its correct name, diplotricha (and don't ask me how to pronounce it.) so after this month, we will also. Species, not a variety. Pale, pale green delicate foliage, very small dainty blue flowers ----- \$1.25

Lilac Princess—One of the nicest of the pale-lavender color group. Roundish, medium-green foliage. Good bloomer ----- \$1.50

Mentor Boy—A standard dark purple gradually replacing Blue Boy as THE dark variety. Fine semi-quilted foliage, nice non-suckering habit ----- \$1.25

Moire—Variegation of rich purple blossom resembles moire taffeta. Medium green foliage \$1.75

Old Lace—Deeply scalloped leaves. Definitely a miniature. Doesn't grow much over six inches in diameter. Dark blue flowers carried high and profusely. Takes MILD soil \$1.75

Orchid Beauty—Red-lavender Blue Boy sport \$1.25

Pink Girl—Scalloped, medium green foliage with the white marking at the base of the leaf. Pink flower \$1.50

Polka Dot—An improved Orchid Beauty with the added attraction of a tiny white dot at the tip of each flower petal. Amazingly profuse \$1.75

Red Girl—Rich red blossom with the traditional girl foliage \$1.25

Red King—Finest red to date. Heavy dark green foilage, intense burgundy flowers, unusually large \$1.75

Rosalie—Another lovely red best for foliage. Graceful large tapered leaves have tendency to ripple slightly with maturity \$1.50

Rosie O'Grady—Finest and loveliest of the pinks to date. Large pointed leaves, excellent habit. Large pink flower with overlaid rose star. Makes an unusually large plant \$2.00

Sailor Girl—Pale blue flower, new Ulery girl foliage \$1.50

Ruffles—Very unusual. Dark green bronzy-looking leaves. Tapered, dog-tooth foliage with red reverse show some ruffling with age of plant. Bloom pale blue with elongated lower petal. This variety has the charming tendency to produce little plantlets on the bloom stalks occasionally \$1.75

Tinted Lady—Palest of the blues. Ionantha-type foliage, pink reverse. A lovely variety \$1.25

Thirty-Two—An outstanding plant. Fine slick shiny foliage has tendency to spoon. Large blue-lavender flower \$1.50

Von Deitrich—Another excellent foliage-type. If sufficient light is given, leaf reverse flushes brilliant red. Flowers medium to dark blue \$1.25

White Girl Hybrid—We are cutting the price on these THIS MONTH ONLY because of their small size. These plants are the result of crosses of White Lady on various Girl foliages. All are guaranteed predominantly white, though many will have blue, lavender, and pink markings overlaid on the flower \$2.00

White Lady—Pure white flowers against medium green foliage \$1.25

Shipping Information—Plants shipped in 2-inch pots in which they are grown. Cultural instructions included. List price includes packing and mailing cost. All orders sent Special Handling. We guarantee safe arrival of plants.

News Letter

October, 1950

Dear Friends:

There were a lot of questions we didn't get around to answering personally in September. Here goes:

Q. I fertilize my violets regularly and they have beautiful foliage but no bloom. How come?

A. Too much fertilizer. All going to the leaves. Omit fertilizer entirely or shift to one with lower nitrogen content.

Q. What causes white crust to form over the top of the soil and on the rim of the pot?

A. Accumulations of mineral salts. This usually accompanies bottom watering. Watering the plants from the top occasionally will help to wash them back into the soil.

Q. I want to join the National African Violet Society. What do I do?

A. Send \$3.00 for a year's dues to Mr. W. E. J. Gottshall, P. O. Box 901, Alexandria, Virginia. The quarterly magazine is included in the \$3.00 charge.

Q. Is it absolutely necessary to sterilize all A. V. soil?

A. Heck, no. Not unless there is an open wound of some sort on the plant through which it can absorb fungus infections. If you suspect nematodes in the soil or in the plants you already have, it's a good idea to sterilize, of course.

Q. How can I tell a good soil for violets?

A. Moisten it slightly and pick up a handful. Squeeze. It should have enough body to make a ball in your hand. Now drop it. It should break apart. Clay won't fall apart when you drop it, and sand won't make a ball in your hand.

Q. Is it absolutely necessary to re-pot violets every year?

A. Not unless the plants out-grows the pot. Violets rarely need larger than a four or five inch pot. If your soil is good to begin with, and such slow-dissolving nutrients as bone meal are used, they can stay in the same pot for two or three years.

- Q. Don't you think all those names for violets are silly?
- A. Yes.
- Q. Is there a yellow African Violet?
- A. No. The story goes that a big commercial grower from the East has offered \$10,000 for a blooming yellow saintpaulia. Nobody's collected yet.
- Q. I want to tint my White Lady yellow. Do I need a special dye or something?
- A. Yellow vegetable color, full strength, will do the job. You'll wish you hadn't wasted your time, though.
- Q. Will Blue Eyed Beauty fade out like Lady Geneva did?
- A. Darned if I know. There's a good bit of difference in these from plant to plant. Some just have the blue center, and some are so overlaid with color that from a distance they look a little like Periwinkle. There's a pretty good chance that some of these heavier-colored ones might fade. I haven't seen any completely lose the blue "eye" yet, however.
- Q. What about a double pink or a double white?
- A. To date I have bought two "double whites" and one 'double pink.' All three plants are false alarms. No doubt there are dozens in the experimental stage but I haven't seen a true one yet.
- Q. I always heard that doubles were sterile but mine has pollensacs occasionally. Could I hybridize with those?
- A. Sure. You'd probably have better luck crossing the double pollen on another single variety. Have heard tell that the doubles don't do such a hot job of setting seed.
- Q. I have a lovely white sport but it's so frail it won't even propagate. What can I do with it?
- A. Cross-breed it with a strong blue of the same foliage type. Your new batch of seed from that cross should give you what you want.
- Q. What makes my Red Head look so washed out?
- A. Acid soil. Try $\frac{1}{2}$ teaspoon builders lime to 1 cup water.
- Q. My Red Head is so dark it looks like Purple Prince. How can I fade it out?
- A. One teaspoon of household ammonia to one cup of water.
- Q. I get a kick out of writing jingles about violets. Do you ever print poetry in your newsletter?
- A. Send it in. We're trying to get enough poetry about violets together to devote a whole Newsletter to it. Include your permission to print, please.

Q. What makes a really good variety?

A. Beautiful leaf-pattern, size and texture of flowers, single-crown habit. Just a whole lot of improvement can be made in the existing varieties. Ulery Greenhouses, in Ohio, have made tremendous strides in developing new and better violets. They have improved the Girl foliage, developed reds which don't fade, a double that opens, and plants which don't sucker all over the place. But, darn it, even Ulery hasn't developed a Supreme or a Du-Pont that will ship.

Q. I got disgusted with my violets this spring and just put them outside under a bush and forgot about them for the summer. Discovered them a couple of weeks ago, dirty as all-get-out but just loaded with bloom. What happened?

A. A lot of violets get puttered to death in the house. Then, too, they get more light outside, even under a bush. If you don't believe it's brighter under a bush in your back yard than it is in your living room, try reading a newspaper in both places at 6 p. m.

Q. Something is chewing on my plants. It looks too big for a little bug. There are great big bites taken out of the leaves in the morning. Could it be beetles?

A. No, ma'am. Most likely mice. Traps at the dime store.

Q. Do those little squirmy things in the saucer do any damage to violets?

A. No. They are springtails. You might water with a nicotine sulphate solution for three or four weeks to get rid of them. Mix it as you would for spray.

Q. I want to cross a Pink Beauty with a Rose Purple. Does it make any difference which plant grows the seed pod?

A. It is my understanding that experienced hybridizers set the seed on the stronger plant. In your case that would be the Rose Purple.

Q. Do you sell leaves?

A. No, sorry.

Q. A leaf I rooted is blooming for the first time with only three petals on the flower. Do I have a new variety?

A. Relax. The first flowers are always a little peculiar.

Cordially,

"Russ"

RUSSWARD

Saintpaulia Growers

629 W. MATTHEWS AVE.

JONESBORO, ARKANSAS

Sustaining Member African Violet Society of America, Inc.



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Amount Enclosed \$_____

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